

Aziz Benli

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Hi! I'm Aziz, a UX Designer with a strong foundation in user research and experience design. Over the past year, I've helped leading companies like Turkcell Global Bilgi, Albaraka, Multinet, İpekyol, Penti, and Vestel improve their digital experiences through data-driven design. I specialize in turning user behavior insights—such as screen engagement times—into actionable design strategies. From persona interviews to identifying behavioral trends, I enjoy shaping solutions that drive both engagement and satisfaction.

EDUCATION

Istanbul Gedik University, Istanbul

2021 - 2024

*Bachelor of Visual Communication Design – GPA 3.24 (2nd degree)
Profession: User Experience Design*

Maltepe University, Istanbul

2019 - 2021

Bachelor of Ship and Yacht Design

PROFESSIONAL EXPERIENCE

Inooster Information Technologies, Istanbul

Aug 2024 - Now

Gamification & Experience Designer

- I conduct UX research for brands like Turkcell Global Bilgi, Penti, Albaraka, Skechers, Asics, İpekyol, and Multinet, **leading persona interviews** and **usability studies** to identify behavioral patterns and pain points.
- I turn research findings into actionable design by creating **user journeys, narratives, and gamification dynamics** to deliver engaging experiences.
- I **analyze user data**, including screen time, notification response behavior, and participation trends, to offer insights that improved **usability** and **retention**.
- I collaborate with design teams to refine mobile interfaces, aligning UI/UX design with gamification strategies and improving overall **accessibility** and **user satisfaction**.

Freelance Designer

2020 - Now

Interdisciplinary Designer

- As a freelance designer, I have worked across multiple disciplines, including **UX design, motion graphics, and visual design**, to create engaging digital experiences.

Karaca

2020

Graphic Designer

- Worked as a graphic designer, I have prepared **print-ready materials**.

Repronet Reprodüksiyon

2018 - 2019

Graphic Designer

- Designed **marketing materials, packaging, and branding assets** while also handling prepress processes to ensure high-quality print production.

PROJECTS

TÜBİTAK Research Project - "Use of Transhumanism Elements in Unique Token (NFT) Art and Design and its Cybernetic Contextual Examination" **2023 - 2024**

- I conducted a research project exploring the integration of transhumanism elements in NFT art and design, examining their potential impact on digital culture.
- I analyzed the cybernetic context of NFTs, focusing on the intersection of human-machine interactions and the future of digital art.
- I developed theoretical frameworks to understand how technological advancements influence art and design, particularly in the realm of NFTs and virtual environments.
- I produced a report detailing my findings and offering insights into the future of art in the digital era.

https://docs.google.com/document/d/1QLhvu3Jzc1iA3Uifub_xQ_BjsuTTE41n0GoPM0Z0xf0/edit?usp=sharing

Student President **2022 - 2024**

- I led a team of four students to organize events, workshops, and initiatives aimed at enhancing student life and academic engagement.
- I fostered collaboration with faculty members and external partners to improve communication and create career development opportunities.

Google UX Design Professional Certificate **2024**

- I designed an art app during a UX case study project, and user research indicated that it has the potential to boost art content engagement by 30% and increase museum visits by 15%.

<https://www.benliaziz.com/museon-ux-case-study>

UserGets UX/UI Case Study Workshop Certificate **2024**

- Conducted UX research and designed a highly accessible mobile app for a broad user base.

<https://www.benliaziz.com/promogo-ux-case-study>

MateRov – Underwater ROV Project (2nd Place in Turkey Stage) **2017 - 2018**

- As the lead of the GEHROV project, I was responsible for overseeing all aspects of the development of an advanced underwater ROV. This ROV was designed to perform a variety of underwater tasks, including color differentiation, part assembly/disassembly, and other complex operations.
- My role involved managing the project timeline, coordinating with technicians and designers, and ensuring the successful integration of hardware and software systems. We secured 2nd place in the Turkey stage of the competition.

SKILLS

Softwares: Figma, Excel, Illustrator, Photoshop, Premiere Pro, Final Cut, After Effects, Cinema 4D, RhinoCeros, Blender

Languages: Turkish (Native), English (professional working ability)